

1. Introduction

Aston Martin is one of the most well-known luxury car brand around the world. This report will talk about Aston Martin marketing audit in the United Kingdom (UK) market. Company background, macro analysis (PESTE), micro analysis (company, customers, competitors, suppliers, marketing intermediaries), and competitive analysis will be discussed, as well as the SWOT. Finally, strategic priorities will be made to help Aston Martin improved in the next 12 months.

2. Company Background

Aston Martin, founded in 1913 by Lionel Martin and Robert Bamford, is a global luxury car brand renowned for its elegance, workmanship, and performance. The firm is headquartered in Gaydon, England, and designs and exports automobiles to 55 countries. Sir David Brown managed the merging of Lagonda with Aston Martin in 1947, resulting in the foundation of Aston Martin Lagonda Global Holdings Ltd. (Aston Martin Lagonda, 2024a). Aston Martin's sales in the UK (Figure 1) are expected to reach US\$181 million in 2024. From 2024 to 2028, the revenue is expected to expand at a compound annual growth rate of 11.25%. According to this development, the UK market for Aston Martin might reach US\$277 million in sales by 2028 (Statista, 2023c).

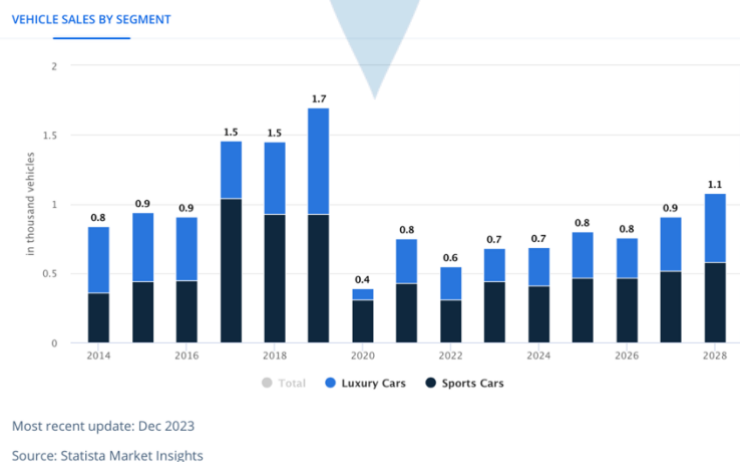


Figure 1: Aston Martin Sales (Statista, 2023c)